



# Language Course Provider

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**Monasterio, Maria Juliah****UI/UX Designer**

Responsible for designing user-friendly interfaces that provide an interactive experience for customers.

**Pili, Pamela Mylinda****Front-End Developer**

Responsible for creating and implementing a website or application's visual and interactive elements that enhance the user experience.

**Bitara, Robert Carlyle****Project Manager**

In charge of making sure that the project is completed on time, and meets the objectives of the organization.

**Ajero, Maria Hannah****Documentation**

Responsible for managing, organizing, and storing all project-related documents and information, ensuring that they are accurate, up-to-date, and easily accessible to the other members throughout the project's lifecycle.

**Legaspi, Gairus Niel****Back-End Developer**

Responsible for creating and maintaining the server-side logic and database architecture of a website or application to ensure its functionality and performance.

## INTRODUCTION

One of the known barriers of effective communication are language barriers. This happens when people of different nationalities find it difficult to understand each other because of language differences. In order to overcome this barrier, our team aims to develop LinGO, a learning platform where individuals can learn and master foreign languages through self-paced learning using digital learning materials such as interactive learning assessments. LinGO is an online language course provider where individuals can enroll in numerous language courses such as Mandarin, Spanish, Japanese, French, and many other languages. Each course will consist of various learning texts, and learning assessments on each chapter.

## VISION

Offers learners the best educational experience of discovering and exploring multiple languages towards building better communications and shaping linguistic capabilities.

## MISSION

To create an accessible and wide variety of language courses, encouraging users to self-paced and productive fun learning all while acquiring new skills in breaking down language barriers.

## OBJECTIVES

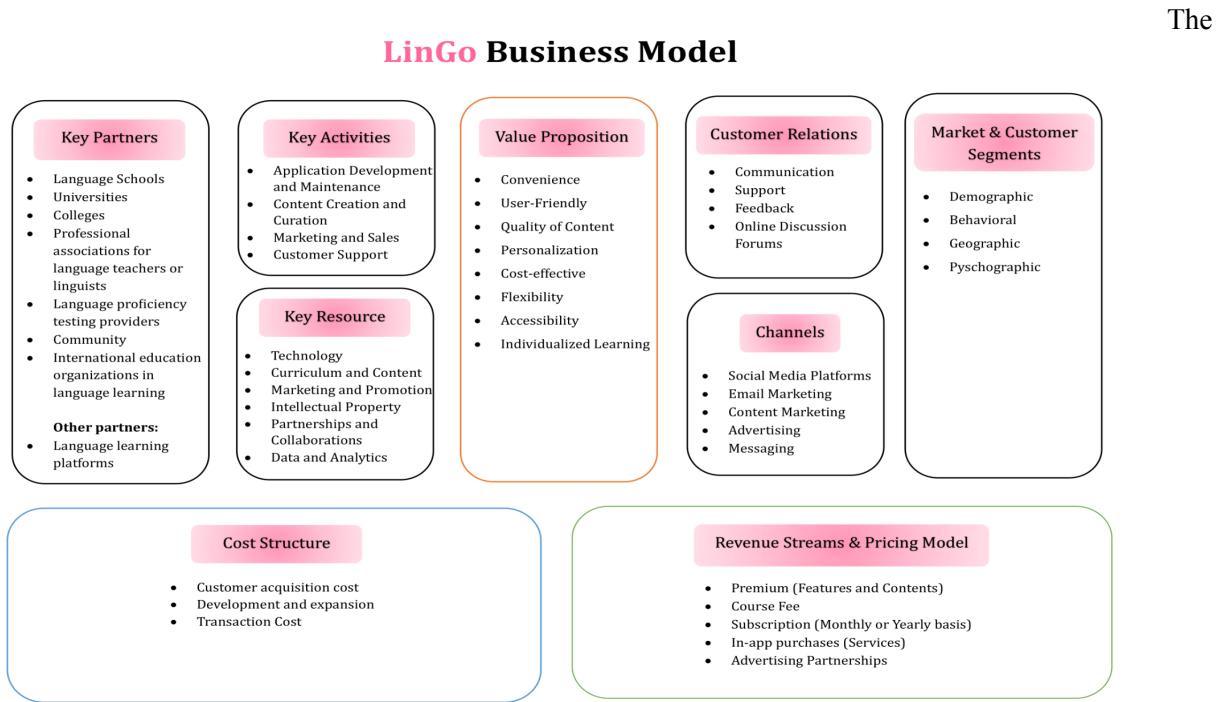
To develop an interactive and educational language course provider website that aims to provide effective self-paced learning methods and materials for the purpose of helping language learners achieve their new and improved linguistic skills and newly discovered capabilities of breaking down language barriers.

The general objective aims to fulfill the following:

1. To design and develop a responsive and an appealing website that can also be viewed in the mobile web and is readily available across all browsers.
2. To provide several diverse languages to choose from with informative and a wide variety of learning materials and interesting learning methods such as texts, and assessments while keeping track of their learning progress and archive for revisiting their previous learning stages.
3. To integrate social interactions between all users of the website for the engagement of conversations in order to fully utilize the user's learning experience as an application of their newly set of linguistic skills.
4. To create a better customer service by integrating frequently-asked-questions (FAQs) and feedback for users to utilize with their inquiries and suggestions on improving the website better.

## BUSINESS AND REVENUE MODEL

Figure 1. Business Model



LinGo Business Model is a business-to-consumer (B2C) model that offers services directly to individual consumers. In the context of language online learning, a content provider would offer online courses, language software, and other digital resources directly to the language learners. By considering each of the key elements of a business model and developing a cohesive strategy, a company can create a successful business model that delivers value to its customers while generating sustainable revenue and profits.

## LinGo Revenue Model

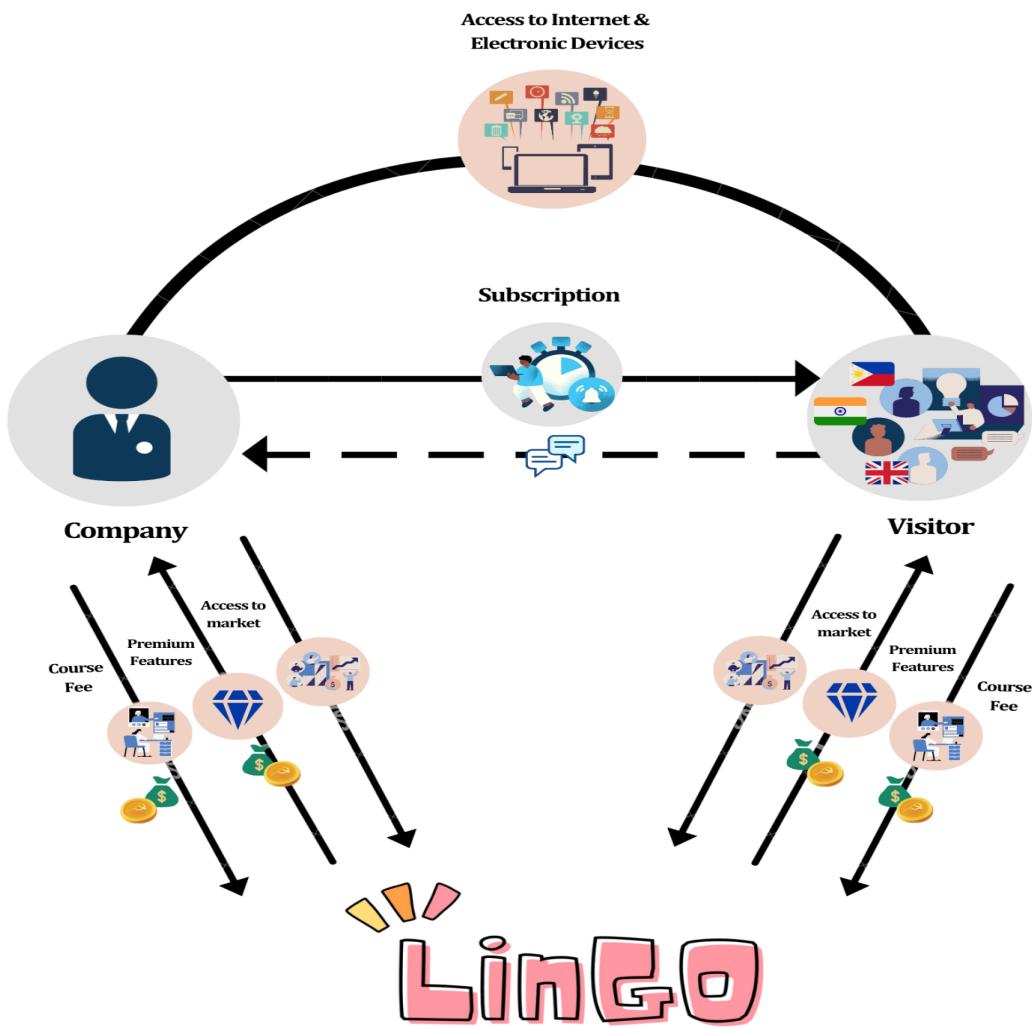


Figure 2. Revenue Model

Our revenue model is a freemium model. The version of our language learning app will be available for free, but users can choose to upgrade to a premium version for additional features and content. The premium version will offer advanced features such as personalized learning plans, enrollment for courses and access to a larger library of content. Users will be able to subscribe to the premium version on a monthly or yearly basis, with discounts available for longer-term subscriptions. In addition to the premium features, we may also offer in-app purchases for additional content or services such as access to specialized courses. We also generate revenues through advertising partnerships with

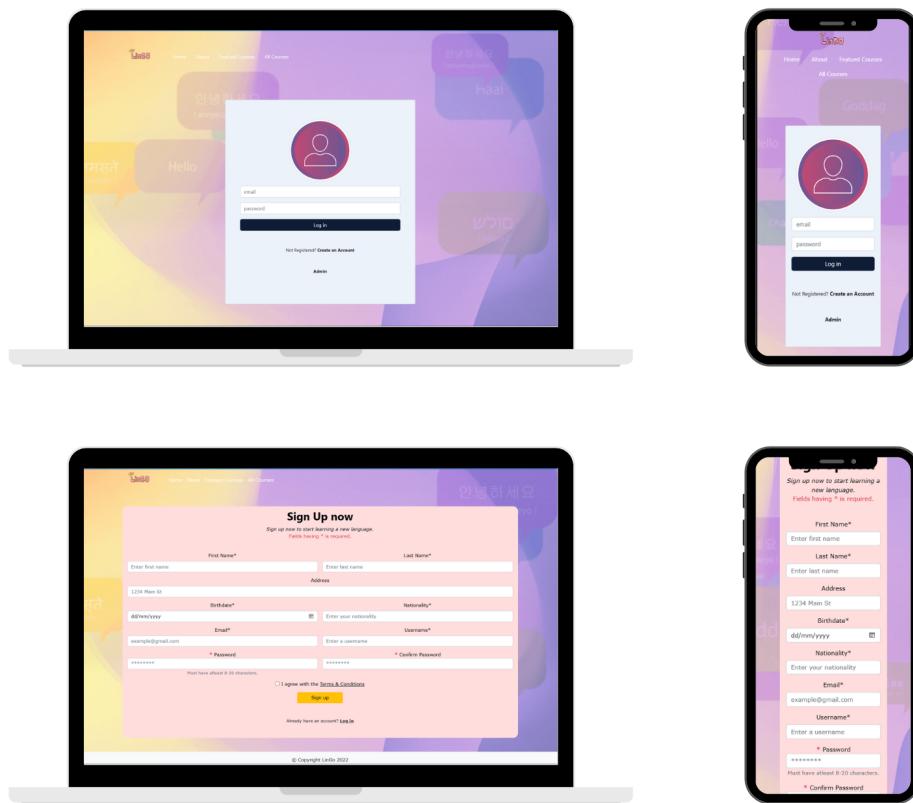
language schools, universities, and other educational institutions. These partnerships will allow us to promote their programs to our users and earn a commission on any resulting enrollments or purchases. Overall, our revenue model is designed to provide a high-quality language learning experience for all users while also generating revenue through a combination of premium features, in-app purchases, and advertising partnerships.

## FEATURES AND FUNCTIONALITIES

LinGO is an online language course provider that aims to use digital learning materials. Moreover, the website offers several features for easier learning such as the User Course Dashboard, Course Viewer, Chapter Viewer, and LinGO Assessment.

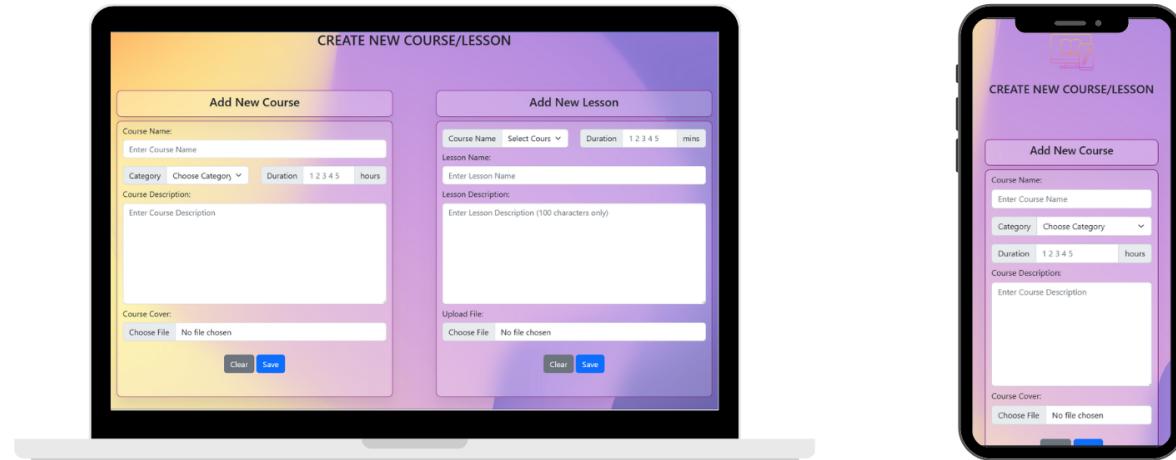
### User Login and Sign up

This feature enables users to access educational content and learning materials on the website through user authentication and registration processes.



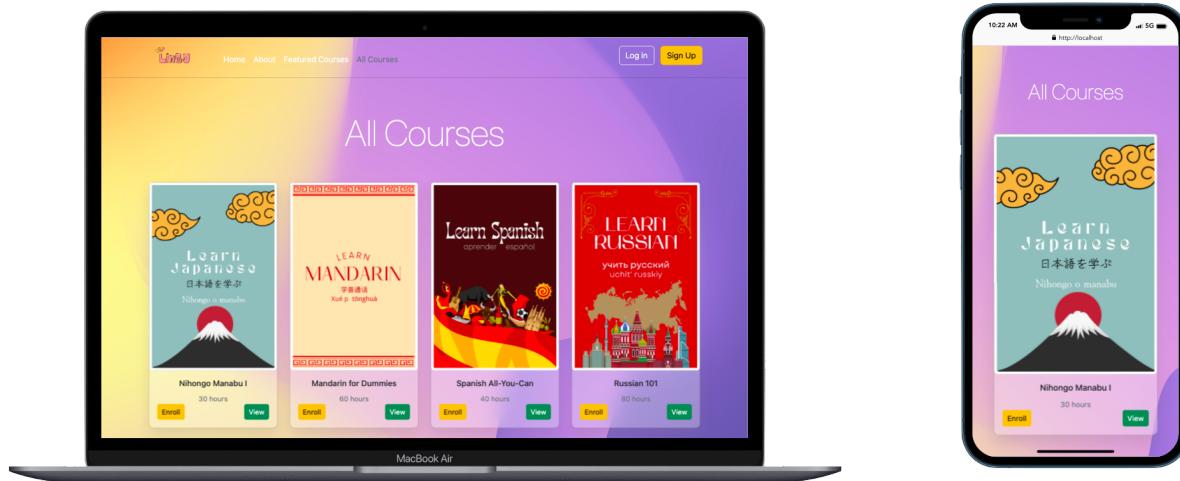
## Adding New Courses and Lessons

This feature allows the admin to create a new course and lesson wherein users can have multiple lessons per language course.



## LinGO Course Library

This feature provides the user with a list of available language courses that they can enroll in. Furthermore, if they are just a visitor, they can view each course with the course description and the available chapters. However, if they are logged in, they can enroll in each course listed on the site.



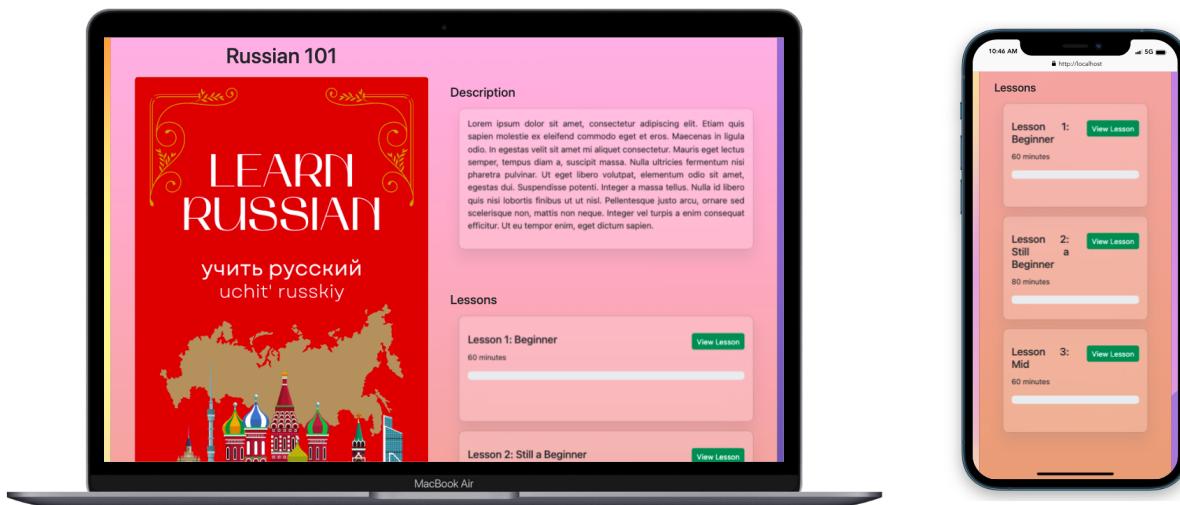
## User Course Dashboard

The website's user course dashboard allows users to track their progress on all of their enrolled courses and it provides easy access to their current enrolled courses. In addition, this feature also includes the user's account information including their personal information, payment history, and current subscriptions.



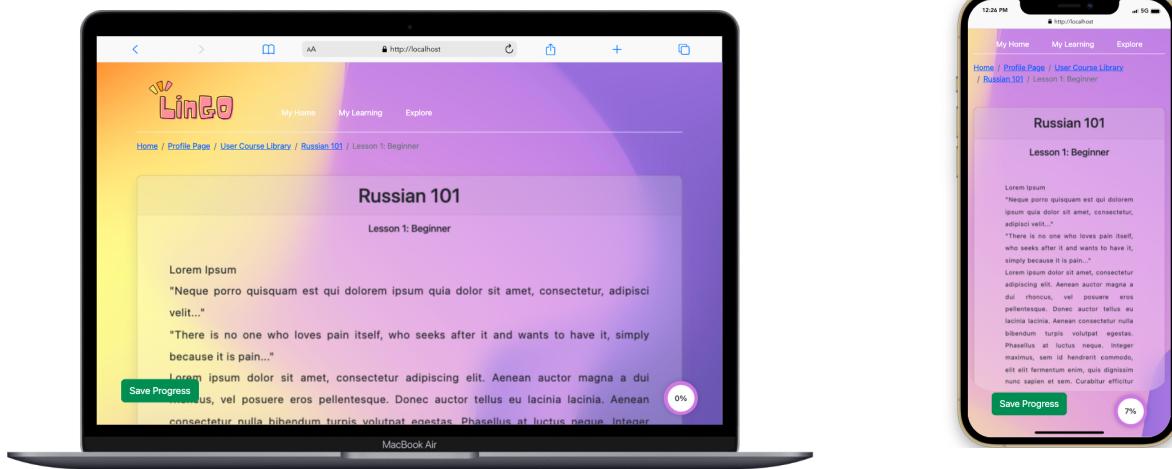
## Course Viewer

This feature allows users to monitor their progress on a specific course wherein all available chapters are presented along with a progress bar on each chapter.



## Chapter Viewer

This feature allows users to view the chapter's content including the chapter's objectives, lectures in text format, and infographics.



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